

STORIES FROM LUCERNE

Mediakit
Lucerne-Lake Lucerne Region
Fall/Winter 2026/27





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WELCOME...

Dear media professionals,

When the countryside of the Lucerne-Lake Lucerne region swaps its summery greenery for vibrant shades of yellow, orange and red, a particularly atmospheric time of year begins. Autumn invites you to discover a wealth of experiences and traditions. The colourful autumn season is followed by the festive Christmas period, when Lucerne reveals its most enchanting side. As the year draws to a close, Lucerne's carnival approaches: creative masks and colourful costumes characterise the cityscape and symbolically drive winter away once more. Find out why a visit to Lucerne and the Lucerne-Lake Lucerne region is particularly worthwhile during the autumn and winter months in our latest media kit.

You can also find out how tourism around Lake Lucerne has developed over the years, what the region has to offer and what events take place throughout the year. We also provide information on how we can help you with your research and what to look out for when filming and photographing with drones in Lucerne.

Be inspired by the stories and places in the Lucerne-Lake Lucerne Region for your next post. We will be happy to help you with this.

Lucerne Tourism,
Corporate Communications and PR Team

...to the heart
of Switzerland.



FACTS AND CURIOSITIES



The City.
The Lake.
The Mountains.

The Lucerne-Lake Lucerne Region lies in the heart of Switzerland; within it, the city of Lucerne is a cultural stronghold. Nowhere will you find more to see and do than here, a city nestling in a magnificent landscape characterised by mountains and water. Here are some facts, records and curiosities to spark your interest:

722, 703 People

called the Lucerne-Lake Lucerne Region home at the end of the year 2023.

5 Cantons

Lucerne, Schwyz, Obwalden, Nidwalden and Uri are all located on Lake Lucerne.

394 km²

is the size of the UNESCO Biosphere Entlebuch, Switzerland's first such reserve.

348 mountain cableways and railways

provide access to the mountains around Lake Lucerne – including some record holders.

5 seasons

Carnival, where winter meets spring, is seen as the fifth season in this tradition-conscious region in the heart of Switzerland.

4'202'624 guests

overnight stays were recorded in the region in 2025, about a third in the city of Lucerne.

- 52.5 degrees Celsius

Was the temperature recorded on 7 February 1991 at Glattalp in Canton Schwyz. A record low!

35 forts and castles

are a reminder of the splendour of times past.

57 kilometres

is the length of the twin-bore Gotthard Base Tunnel, the world's longest railway tunnel. Completed in 2017, its portals are in Canton Uri and the south of the Alps.

46° 48' 4" N, 8° 13' 36" E

The geographical centre point of Switzerland is on the Älggialp in the Canton of Obwalden.

TOURISM HISTORY

FROM A SIMPLE FISHING VILLAGE TO A POPULAR HOLIDAY DESTINATION

1815 Inauguration of the Goldener Adler in Küssnacht am Rigi, the first hotel to be built by Lake Lucerne.

1837 Launch of the first paddle steamer to see service on Lake Lucerne, the Stadt Luzern.

1856 Inauguration of Lucerne's first railway station built of timber.

1871 The Vitznau-Rigi Railway, Europe's first mountain railway, commences operations.

1916 The collapse of tourism caused by the war led to the closure of hotels—a pattern that repeated itself in the 1930s and after.

1938 One of the region's first ski lifts goes into service in Oberiberg—the ensuing decades witness a skiing boom.

1959 Ceremonial inauguration of the Swiss Museum of Transport.

1998 Inauguration of the KKL Luzern with its overhanging roof.

2001 Following a referendum, the Entlebuch is awarded the UNESCO „Biosphere“ label. Today, the valley is a model of sustainability for other regions.

2015 The Gästival „guest festival“ celebrates 200 years of hospitality in the region, with floating stage in the shape of a water lily as the central attraction.

2023 During exploratory work in the Lucerne lake basin, artefacts dating from around 3400 BC are found. Lucerne is thus 2400 years older than previously assumed.

Hospitality with tradition

The upper strata of European society began acquiring a taste for the Alps in the 1760s: mountaineering and hiking soon became de rigueur in these circles. Visitors also discovered the region around Lake Lucerne, which became popular for its scenic landscapes. Lucerne city's first phase as a tourist destination began in 1835 with the opening of the Hotel Schwanen, where steamships started docking not long afterwards.

The arrival of the railways in 1852 made it possible for the European elite to converge on Lucerne. Previously medieval in character, it began its transformation into a modern city oriented towards the lake with the construction of spacious hotels and waterside promenades. Visitor numbers increased steadily from the mid-19th century. The inauguration of Europe's first mountain rack railway in 1871 saw tourists start converging on the peaks around Lake Lucerne. Visitors would often stay for weeks, and famous personalities attracted to Lucerne helped cement the city's international reputation.

The third phase of the region's tourism history coincided with the global economic boom at the turn of the century. It was destined not to last: The First World War caused tourism to collapse in 1914, and the upswing in Lucerne's fortunes at the end of hostilities came to another abrupt halt with the outbreak of the Second World War. Many hotels had to close. A spirit of optimism emerged following the difficult war years. Lucerne positioned itself with various cultural and sporting events such as the event series now feted as the Lucerne Festival, and the World Rowing Championships on Lake Rot. 1959 witnessed the inauguration of the Swiss Museum of Transport (destined to become the country's most visited museum), with further museum openings to follow. The 1970s and 1980s saw Lucerne develop as an international holiday destination, which has resulted in today's broad mix of overseas visitors.

The inauguration of architect Jean Nouvel's KKL Luzern culture and convention centre in 1998 coincided with Lucerne increasingly positioning itself as a festival and congress city and a quality-focused tourism destination. Thanks to its privileged location on the lake in the immediate vicinity of the surrounding mountains, Lucerne was promoted as "Switzerland in a nutshell".

JUBILEES 2026



Caption from left to right:

The steamboat Uri on Lake Lucerne, a parade at the Lucerne carnival, view of the village of Schüpfheim in the UNESCO biosphere Entlebuch.

1901

125 years of the steamboat Uri

The steamboat Uri has been travelling on Lake Lucerne since 1901, making it the oldest boat in the Lake Lucerne Navigation Company's fleet. During the generalisation in 1994, the neo-baroque salon was restored to its original 1920s style. To mark the anniversary, all five steamboats join together to form a unique parade. They started together in Lucerne and travelled in formation to Lake Uri.

lakelucerne.ch

1926

100 years of the Lucerne carnival badge

The carnival badge is a traditional symbol of Lucerne Carnival. The first official badge was issued in 1926 by the then „Lucerne Carnival Committee“. For many carnival revellers, wearing the badge is still a matter of honour today. The purchase directly supports Lucerne Carnival, as part of the proceeds go towards financing the big carnival parades.

lfc.ch

2001

25 years of the UNESCO Biosphere Entlebuch

The UNESCO Biosphere Entlebuch is recognised as a model region for sustainable development. It is home to the largest moorland landscape in Switzerland, impressive karst areas and valuable habitats. In the anniversary year, the aim is to show how a sustainable community works and how the balance between preservation and renewal can be achieved. Throughout the year, various events and activities in all of the biosphere's municipalities invite visitors to discover and participate.

biosphaere.ch

EVENTS AND FESTIVALS

ANNUAL HIGHLIGHTS IN SPORT, MUSIC, CULTURE AND CULINARY ARTS



SPORT

June

Lucerne Regatta

lucerneregatta.com

July

**Spitzenleichtathletik
Luzern**

spitzenleichtathletik.ch

October

SwissCityMarathon

swisscitymarathon.ch

December

FIS Skisprung Weltcup

weltcup-engelberg.ch

MUSIC

March

Spring Festival

lucernefestival.ch

April

Stans Music Days

stansermusiktage.ch

May

Pulse Festival

lucernefestival.ch

June

Heirassa Festival

heirassa-festival.ch

July

Luzern Live

luzern-live.ch

August/September

Summer Festival

lucernefestival.ch

September

World Band Festival

worldbandfestival.ch

November

Lucerne Blues Festival

bluesfestival.ch

November

Forward-Festival

lucernefestival.ch

January

**Piano Festival «Le
Piano Symphonique»**

sinfonieorchester.ch

CULTURE

February

Carnival

luzern.com/fasnacht

March

Fumetto

Comic Art Festival

fumetto.ch

November/December

Ice Magic Lucerne

eiszauber.ch

December

Nicolas chase

klausjagen.ch

January

**Lilu Light Festival Lu-
cerne**

lichtfestivalluzern.ch

CULINARY ART

Tuesdays & Saturdays

Lucerne weekly market

luzern.com

April

Streetfood Festival

Luzern

streetfood-festivals.ch

May

Entlebuch Herb & Wild

Plant Market

biosphaere.ch

October

Cheese festival

cheese-festival.ch

October

Chestene-Chilbi

(chestnut fair)

weggis-vitznau.ch

Caption:

Concert at

the Ice Magic Lucerne 2024

Please note

Cancellations or programme
changes are possible.

Please check the official event
websites for any details.

NEWS FROM THE REGION



Caption
from left to right: Titlis Tower, Royal Rigi Experience, Neuro Campus Hotel.

Titlis Tower Engelberg

The Titlis Tower is one of the most spectacular new attractions in Central Switzerland. At over 3,000 metres above sea level, it combines modern architecture with a unique panoramic view of the Swiss Alps. Created by the conversion of a former antenna tower dating from the 1980s, the structure was designed by the renowned Basel-based architectural firm Herzog & de Meuron. With its striking, cross-shaped silhouette, the Titlis Tower will be visible from a great distance. Two glazed steel structures have been integrated into the existing tower struc-

ture, creating an architectural landmark on the summit. Modern lifts take guests up to the Horizon Deck, a viewing platform offering a spectacular 360-degree view of the Titlis Glacier and the surrounding mountain landscape. The Titlis Tower is also home to Switzerland's highest Rolex-Boutique. Culinary highlights are provided by the fine-dining restaurant Joseph's, which treats its guests to first-class cuisine and a breathtaking view.

titlis.ch

Royal Rigi Experience Vitznau

The Royal Rigi Experience is an exclusive adventure on the 'Queen of the Mountains', combining the romance of historic rail travel with fine dining to create an unforgettable journey. Away from the usual train services, guests can enjoy the Rigi in a private setting and experience the unique beauty of Central Switzerland's mountain and lake landscape. The journey begins in Vitznau, where participants are welcomed by a personal host. The journey then continues in a historic Belle Époque saloon carriage up to Rigi Kulm. During the journey, regional delicacies and fine

wines are served at selected vantage points, accompanied by fascinating stories about the Rigi, Europe's first mountain railway and the development of tourism in the region. Once at the summit, guests are treated to an exclusive fine-dining experience in the legendary historic carriage No. 6, dating from 1911 – the world's oldest electric rack-and-pinion railway carriage still in operation. A carefully curated multi-course menu featuring regional ingredients and perfectly paired wines is served against the stunning backdrop of the Alps, lakes and the sunset.

rigi.ch

Neuro Campus Hotel Vitznau

The Neuro Campus Hotel Das Morgen in Vitznau has been redeveloped into a health hotel as part of a strategic reorientation. Under the management of Cereneo Prevention, the hotel combines modern hospitality with scientifically based neuroprevention. The new concept combines medical

expertise, personalised health programmes and high-quality cuisine with its unique location on Lake Lucerne to create a holistic offering for prevention, regeneration and long-term wellbeing.

cereneo-prevention.com

FALL IN LUCERNE

Golden moments between the lake and the mountains



When the landscape around Lake Lucerne is bathed in vibrant shades of gold, red and orange, the Lucerne-Lake Lucerne region reveals its most atmospheric side. The crisp autumn air offers impressive views into the distance, whilst culinary delights, time-honoured traditions and a wide range of experiences invite you to enjoy an autumn break.

What to experience in autumn

Wellness with a view

Slowing down and leaving the daily grind behind comes particularly easily at the wellness hotels and day spas in the Lucerne-Lake Lucerne region. Whether it's a panoramic pool, a sauna with a view of the lake or relaxing treatments: first-class facilities invite you to recharge your batteries and enjoy the view of the lake and mountains.

Wild cuisine

Autumn is game season. Numerous restaurants in the region treat their guests to seasonal specialties from the forest. Classic wild dishes featuring venison or wild boar are often served with spätzli, red cabbage and cranberries. Vegetarian takes on autumn cuisine also promise moments of pure enjoyment.

Hiking in the autumn sun

The Lucerne-Lake Lucerne region delights visitors with impressive mountain experiences, wide valleys and sparkling lakes. Thanks to mild temperatures and often sunny days, autumn is the perfect time to explore the region on foot and enjoy the last warm rays of sunshine in the mountains.

Boating on Lake Lucerne

A boat trip on Lake Lucerne in autumn is one of the most beautiful ways to experience the region from a new perspective. Seen from the water, the colourful shoreline landscapes and the surrounding mountains are particularly impressive.

Autumn traditions

Autumn is also a time for celebrating local customs. During the traditional cattle drives down from the alpine pastures, decorated cows return to the valley and are welcomed by large crowds of spectators. The 'Chilbis' (local fairs) attract visitors with fairground rides, market stalls and regional delicacies. Among the best known are the Lozärner Mäas and the Chestene-Chilbi in Grepfen. A special custom is the Woldmannndli in Andermatt: figures dressed in jute sacks with faces blackened with soot parade through the village, keeping a centuries-old tradition alive.

Event highlights

The Lozärner Mäas is the traditional autumn fair of the city of Lucerne and ranks among the most popular folk festivals in Central Switzerland. Over 90 market stalls in Inselipark, culinary delights right by the lake and a varied funfair provide entertainment for young and old alike. The fun continues at the Lucerne Cheese Festival, the largest cheese market in Central Switzerland, held on Kapellplatz. Here, producers showcase the diversity of Swiss cheese culture – from innovative creations by small producers to well-known specialties such as Sbrinz AOP and Emmentaler AOP.

Caption from left to right:
Autumnal Lucerne during the
Mäas, hiking in Marbachegg.

More information at: luzern.com/fall

WINTER CUSTOMS



Caption **Winter Customs**

from left to right: Iffelen at the Lucerne Advent opening, carol singers in Lucerne, St. Nicholas and Schmutzli at the Nicolas Chase in Küssnacht.

Carolling

Every weekend before Christmas, the carol singers parade through Lucerne's Old Town with their lights and songs. The custom dates back to the 10th century. At that time, the Latin texts of the Church, which were difficult to understand, were presented in song and theatre. Even today, a Christmas play is performed at three squares in the old town, while the specially formed choir accompanies the performance with interpretations of traditional Christmas carols. In Lucerne, the tradition has been kept alive by the Luzerner Spielleuten since 1938. spieleute.ch

Iffelen

Iffelen are head lanterns in the shape of an oversized, illuminated bishop's cap. The lanterns are made of punched cardboard and coloured tissue paper. They can be up to 2 metres high. Traditionally, St. Nicholas adorns the front of each lantern, while on the back, there is a cross and the lettering IHS to represent Jesus. Artistic patterns complete the picture.

Iffelen are worn on parades in honour of St. Nicholas, otherwise known as "Samichlaus" or Santa Claus. One of the most famous parades of this kind is the Küssnacht Nicholas Chase.

Nicholas Chase

The Küssnacht Nicholas Chase is a winter custom that takes place in early December. It's the highlight of Advent in Küssnacht am Rigi. The impressive procession attracts more than 30,000 visitors every year. At 8.15 p.m., the bang of a firecracker signals the start of the procession. Santa Claus walks through the village with his entourage by torchlight, accompanied by whip crackers, Iffelen caps and cow bell ringers. The procession ends with horns that echo through the night with their eerie call.

klausjagen.ch

Gingerbread

Lucerne gingerbread is a local speciality from Central Switzerland. It's a flat, round, dark gingerbread biscuit and differs from all other gingerbread in one specific ingredient: Rather than being made with honey, Lucerne gingerbread is made with pear syrup. Cream is also used instead of milk. Other main ingredients include white flour, sugar and gingerbread spice, though there's no standard recipe.

Samichlaus

In contrast to many countries, in Switzerland, Santa Claus is known as "Samichlaus". On 6 December, he and his helper, the "Schmutzli", visit families in their homes and hand out presents to well-behaved children if they recite a verse or sing a song for them.



Caption: **Highlights during Advent**
The ornate Hofkirche behind the
Chapel Bridge in Lucerne.

21. November 2026

«Lozärner Adväntseröffnig»

In Lucerne, Advent is opened with the festive "Lozärner Adväntseröffnig" on Europaplatz. Visitors can look forward to live music, the "Samichlaus" procession, ice skating shows, dance performances and a wheel of fortune. The highlight of each year is the lighting of the large Christmas tree by the "Weihnachten in Luzern" association. The event is open to all visitors free of charge.

luzern.com/christmas

20. November 2026 bis 1. January 2027

Eiszauber Luzern

eiszauber.ch

1. December 2026 until 6. January 2027

Luzerner Weihnachtskrippe

weihnachten-luzern.ch

17. until 20. December 2026

«Venite» Internationales Christmas Forum

Lucerne

venite.ch

22. November until 20. December 2026

Christmas City Train

luzern.com/christmas

Mid November & December

Christmas magic on Mount Pilatus

pilatus.ch

Christmas markets

20. November bis 23. December 2026

Rudolf's Weihnacht

rudolfs.ch

29. November/ 6. December/ 13. December 2026

Christmas market at Hotel Schweizerhof

schweizerhof-luzern.ch

26. until 28. November 2026

Bruchweihnachten

bruchweihnachten.ch

3. until 21. December 2026

Christmas market at the Franziskanerplatz

weihnachtsmarkt-luzern.com

Several weekends during December

Lucerne craft market at the wine market

handwerksmarkt.ch

16. until 23. December 2026

Christmas tree market

Please note

Cancellations or programme changes are possible. You can find a detailed calendar of events at weihnachten-luzern.com.

Did you know that...

...next to the Lucerne nativity scene in front of the Town Hall stands the Christkindli postbox? Children and adults alike can write down their wishes there and send them to the Christ Child.

EXPERIENCE MAGICAL WINTER MOMENTS



Caption A Selection of Winter Experiences

from left to right: Cross-country skiing on the Stoos, sledging on Mount Pilatus, ice fishing in Melchsee-Frutt.

If you fancy some fresh mountain air and crunching snow under your feet, the Lucerne-Lake Lucerne Region is just the place for you. From relaxed snowshoe tours, cross-country ski trails with far-reaching views and fast-paced sledge runs to ski runs for all levels, the region has everything to offer.

Engelberg

Featuring the "Big 5", Engelberg is one of the top freeride destinations in the Alps. All five runs can be reached without having to unbuckle your skis. At the "SnowXpark", you can do fast-paced laps on electric snowmobiles.

Melchsee-Frutt

Melchsee-Frutt offers classic snow sports, as well as a freestyle park with up to 40 obstacles for creative fun. For a unique experience, visit the Schrattenhöhle, which can also be explored in winter in the company of a cave guide. You can also enjoy a few relaxing hours ice fishing on the plateau.

Mount Stoos

Skiing, snowboarding, snowshoeing, sledging or cross-country skiing – snow enthusiasts are in good hands on Mount Stoos. For adrenaline lovers, Mount Stoss also offers an airboard run with panoramic views.

Andermatt

In Central Switzerland's largest continuous snow sports area, visitors can expect a wide range of sports and leisure activities in winter. The ice rink offers varied winter fun, with pirouette training, Bavarian curling or an ice hockey match.

Sörenberg

With its many blue slopes, the Sörenberg ski resort is particularly suitable for families. Experienced skiers will also get their money's worth on one of Europe's six steepest runs.

Klewenalp

In winter, the Klewenalp turns into a sunny high plateau for winter sports enthusiasts. Away from the slopes, you will find snowshoe trails and winter hiking trails. Thanks to convenient arrival by boat and gondola, the winter experience begins on the journey there.

Mount Pilatus

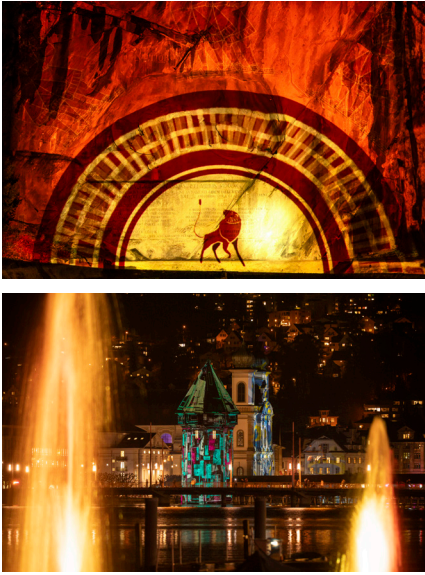
Tobogganing on Lucerne's local mountain is fun for the whole family. The various downhill slopes made of natural snow promise adventure. Snow sports equipment can be hired at the valley station.

Mount Rigi

The small, family-friendly ski resort on Mount Rigi is never in a hurry. And the views of the surrounding mountains and Lake Lucerne are all the more beautiful for it. Those with a valid ticket for the cogwheel or aerial cableway can use the ski lifts free of charge.

You can find more winter sports areas at:

www.luzern.com/the-region/winter/winter-sports-resorts.



Caption:

Different installations during the Lilo Light Festival 2026.



Next
edition
14. - 24.
January 2027

Since its launch, the Lilo Light Festival Lucerne has become a winter highlight in the heart of Switzerland. For the past seven years, the festival has been transforming the city of Lucerne into a spectacular city of lights during the dark days of January. Squares, alleyways and historic landmarks are given a new lease of life through artistic light installations and projections. In doing so, the festival creates a space for art, creativity and innovation, allowing visitors to experience them in a unique way. Artists from all over the world present their fascinating light creations. Among the main attractions are the annually changing light shows in the Jesuit Church. Some performances are complemented by live concerts, combining light, music and architecture to create immersive experiences that go far beyond traditional projections.

The Lilo aims to make light art accessible to everyone. Many installations can be viewed free of charge in public spaces. In this way, the festival helps to bring culture directly into people's everyday lives and encourages encounters in the urban environment. The unique combination of a wintry atmosphere, a historic city backdrop and innovative light art makes the Lilo an integral part of the Swiss events calendar. In addition, guided tours are offered, providing fascinating insights into the works, their creation and the artists involved.

The Lilo was launched by Lucerne Tourism and Lucerne Hotels with the aim of providing additional cultural impetus during the winter months and strengthening Lucerne's position as an attractive year-round destination. Today, the festival attracts thousands of visitors from Switzerland and abroad every year and makes a significant contribution to the city's tourist and cultural vitality during the off-season.

In addition to its cultural significance, the light festival also generates valuable economic benefits for the region. Hotels, restaurants, retailers and other tourism providers benefit from the additional visitors and overnight stays. At the same time, the festival enhances Lucerne's national and international reputation as a creative, vibrant and culture-oriented destination.

The next edition of the Lilo Light Festival Lucerne will take place from 14 to 24 January 2027. For eleven days, from 6.00 pm to 10.00 pm each day, numerous squares, landmarks and alleyways will be artfully illuminated, inviting visitors to discover Lucerne from a new perspective.

Further information and the programme can be found at lichtfestivalluzern.ch/en/

LUCERNE CARNIVAL



Caption from left to right:
Guggen musicians in a costume,
Brother Fritschi with the
Fritschene.

Lucerne Carnival

Lucerne has five seasons: summer, autumn, winter, spring and Carnival, the city's biggest cultural event. This dazzling spectacle, which takes place around seven weeks before the Easter weekend, is renowned far beyond Lucerne's borders and delights thousands of people year after year. Countless participants parade through the streets in creative, eye-catching costumes, whilst the city vibrates to the rousing rhythms and melodies of Guggenmusik. Lucerne Fasnacht officially begins on 'Schmutziger Donnerstag' (Dirty Thursday) at 5.00 am with a traditional loud bang, the 'Urknall', and ends on Ash Wednesday. This deeply rooted tradition is passed down from generation to generation. Artfully designed floats and humorous themes make Lucerne Fasnacht a visual and cultural experience that is second to none. Throughout the carnival season, many other events take place in the surrounding regions of Central Switzerland. Among the unique traditions that originated in the larger rural towns in the 19th century are the 'Katzenmusik' parade in Uri and the 'Nüsslet' dance in Schwyz.

Origins

In the 15th century, the Swiss fought against the Austrians at the Battle of Ragaz. On St Fridolin's Day, 6 March 1446, the Swiss defeated the superior Austrian forces. The Lucerne Safran Guild, a craftsmen's association, also took part in this battle. Following their victory, they had a flag made bearing the image of a man's face, now known as Brother Fritschi. Brother Fritschi subsequently became the name and symbol of the guild. It is thought that the word 'Fritschi' is derived from the name 'Fridolin', based on St Fridolin's Day. For around 200 years, 6 March became a public holiday in Lucerne. All Lucerne citizens performing

military service marched through the city in uniform and presented their weapons. At the centre of it all was Brother Fritschi – depicted as an oversized straw effigy wearing a cloak and a mask.

After the parade, people made their way to the guild houses to eat and drink.

However, as this was incompatible with the Lenten period before Easter, the weapons parade was moved to the last Thursday before the start of Lent – what is now known as 'Schmutziger Donnerstag'.

This parade took place year after year until Brother Fritschi joined the parade – not as a straw effigy but as a living person: a guild member in fancy dress, wearing a blue-and-white ceremonial robe and a wooden mask. He became more than just a figure in the parade; he became the very spirit of the festival itself. And what once began as a military parade developed into what is now known as the Lucerne Fasnacht.

Brother Fritschi and his entourage arrive by boat every year to take part in the 'Big Bang'. In addition to Brother Fritschi and his Fritschene, the entourage consists of the nanny, the fool, the bajazzo and the farmers.

LUCERNE CARNIVAL



Caption
Lucerne during Carnival.

Program Carnival 2027:

Dirty Thursday, 04.02.27

05.00 Uhr: Big bang on the Kapellplatz
11.30 Uhr: Carnival procession through the Old Town
14.00 Uhr: Lucerne carnival parade
18.30 Uhr: Carnival procession to the Weinmarkt
15.30 bis 01.00 Uhr: Guuggenmusikk stages & live performances

Shrove Monday, 08.02.27

06.00 Uhr: Wake-up ceremony
14.00 Uhr: Lucerne carnival parade
18.30 Uhr: Carnival procession through the old town
15.30 bis 01.00 Uhr: Guuggenmusikk stages & live performances

Shrove Tuesday/ Mardi Gras, 09.02.27

14.30 Uhr: Children's Monster parade
19.30 Uhr: Monstercorso parade
15.30 bis 01.00 Uhr: Guuggenmusikk stages & live performances

Guggenmusik

The Guggenmusik bands are among the most important and best-known traditions of the Lucerne carnival. With their colourful costumes, intricately designed masks and characteristic, boisterous brass music, they define the carnival experience and create a unique atmosphere. Although Guggenmusik originated in Basel, the tradition developed particularly strongly in Lucerne after the Second World War. The first Lucerne Guggenmusik groups emerged as early as the late 1940s. Guggenmusik is characterised by brass instruments and percussion sections. They perform well-known tunes from pop, rock and light music. During carnival, numerous Guggenmusik bands perform at parades, open-air concerts and impromptu performances. Particularly impressive is the so-called 'Monstercorso', in which Lucerne's Guggenmusik bands come together to parade through the city.

The significance of masks

The intricately carved masks, colloquially known as 'Grende'-derived from the Swiss German word for head, hold special significance at the Lucerne carnival. They are painstakingly handcrafted and often depict fantasy figures, witches, animals or caricatures of people. Wearing a 'Grend' is a hallmark of the Lucerne carnival. Ultimately, the masks and costumes serve not only to conceal one's identity and loosen social conventions somewhat, but above all to drive away winter and uphold a centuries-old tradition.

Dos and Don'ts at the Lucerne carnival

The carnival is loud, wild and the perfect opportunity for exuberant celebrations. The costumed revellers are happy to have their photos taken, and it's rarely so easy to strike up a conversation with locals. However, there are a few unwritten rules you should be aware of:



Do's:

- Remove people's masks unasked
- Wear a costume
- Make new friends and take in the atmosphere
- Travel by public transport
- Have fun
- Show respect for others

Dont's:

- Remove people's masks unasked
- Cut across Guggenmusik groups – the musicians have a restricted field of vision due to their masks
- Pick up scattered confetti
- Complain about Guggenmusik groups and the volume of their music
- Being too serious

Note:

Cancellations or programme changes are possible. Please check luzern.com or the official event websites for any details.

PROGRAMME PROPOSAL

THIS IS WHAT AN INDIVIDUAL MEDIA TRIP COULD LOOK LIKE



Day 1

Make your own way to Lucerne on public transport. It is a short walk from the railway station to Schwanenplatz, where you check in to the history-steeped Hotel Schweizerhof. Famous personalities like Mark Twain and Leo Tolstoy have stayed in the Belle Époque structure, which is more than 150 years old. Over lunch at the restaurant Burgerstube, you will meet your contact person from Lucerne Tourism.

Take this opportunity to ask any questions you may have about the itinerary or your research in the Lucerne-Lake Lucerne Region. In the afternoon, explore Lucerne at your own pace as you continue with your research. Round off the day with an evening meal in the Restaurant Scala, high above the rooftops of Lucerne.

Day 2

After a restful night's sleep, you'll get an early start today: you'll take the boat to Beckenried. From there, you'll take the gondola straight to the Klewenalp ski resort. High above the clouds, you can enjoy a magnificent view whilst skiing and having lunch. Feeling satisfied, you'll make your way back to Lucerne.

There, you can let yourself be enchanted by the wonderful Christmas atmosphere and go ice-skating against a breathtaking backdrop, stroll through one of the Christmas markets, or discover Lucerne in all its festive glory from the comfort of the heated Christmas Train. In the evening, a cheese fondue awaits you at the Eiszauber Chalet.

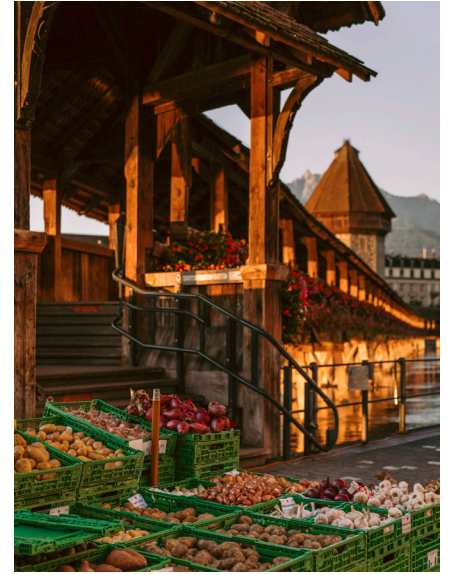
Day 3

More of Lucerne's cultural attractions are on the agenda on day three of your research trip. For example, you could visit the KKL Luzern Culture and Convention Centre, which is world-renowned for its acoustics and striking architecture. Alternatively, head for the Swiss Museum of Transport, the country's most popular museum, to find out what characterises public transport in Switzerland.

To round things off, you will visit Max Chocolatier, where you will have the opportunity to taste unique chocolate creations or try your hand at a workshop. In the afternoon, it's time to say goodbye with a heavy heart – but we are already looking ahead to your next visit to the Lucerne-Lake Lucerne Region.

Caption from left to right:
skiing at Klewenalp, Rudolf's
Christmas, Max Chocolatier.

SUSTAINABILITY



Caption
from left to right.: Travelling by
bus in the Lucerne-Lake Lucerne
Region, weekly market in Lucerne.

Swisstainable

From tourism, for tourism. This applies to the Swiss sustainability programme Swisstainable. The primary objective is the sustainable development of Switzerland as a tourist destination. The programme creates orientation and transparency for guests looking for sustainable offers. This helps them find their way through the jungle of labels. At the same time, the programme is a movement for the entire industry. Over 2500 tourism businesses are already part of it. They must fulfil clearly defined criteria. The programme distinguishes between three levels

Level I—committed

Companies at Level I are committed to sustainable corporate management and are continuously developing their operations in the direction of sustainability.

Level II—engaged

Companies at Level II are committed to sustainable corporate management and continuous further development in terms of sustainability. These companies also have a certificate recognised at this level.

Level III—leading

Level III companies have a comprehensive, recognised sustainability certificate that covers all dimensions of sustainability and is regularly audited externally.

Lucerne Tourism has been classified as Level III – leading.

Lucerne's commitment

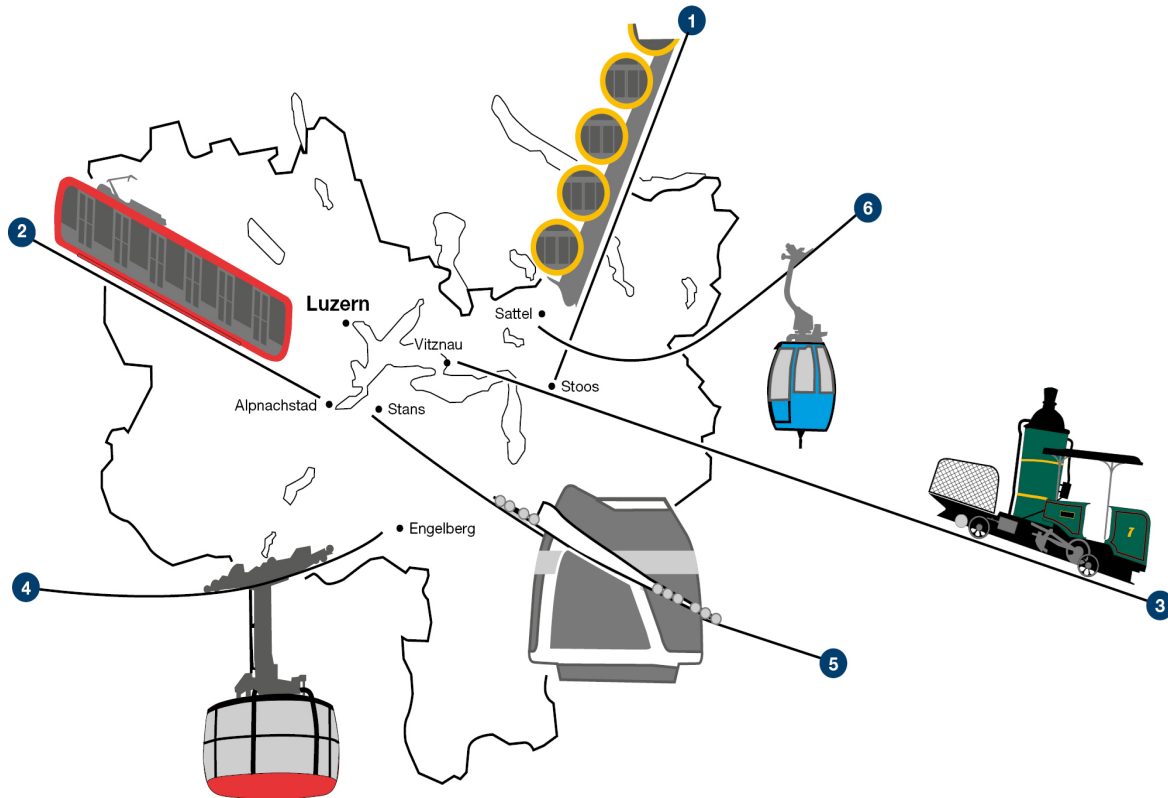
The City of Lucerne and Lucerne Tourism are committed to sustainable tourism development, optimising their own organisation and promoting natural and cultural attractions for business and leisure tourists. As a destination management organisation, Lucerne Tourism is also committed to the sustainable development of tourism infrastructure in the city of Lucerne and the Lucerne-Lake Lucerne region.

The sustainability policy of Lucerne Tourism incorporates sustainability targets and measures for the three spheres of society, environment and economy.

Select targets include:

- Promoting environmentally sound mobility (including free public transport passes for hotel guests)
- Boosting the regional economy (cooperation agreements, contract awards, etc.)
- Flattening demand peaks through improved utilisation of capacity in the off season (promoting the winter months, encouraging winter conferences, etc.)
- Raising awareness of tourism among the population of the Lucerne-Lake Lucerne region
- Upholding and communicating culture, traditions, history and nature
- The overriding aim is to strike a harmonious balance between the needs of guests, the local population and the environment.

RECORD BREAKING REGION



The steepest

Funicular railway | 1

The Stoosbahn railway opened in 2017 as the steepest funicular in the world – a technical and engineering marvel that turns the journey between Schlattli near Schwyz to the car-free mountain village of Stoos into an experience not to be missed. The Stoosbahn boasts a maximum gradient of 47 degrees (110 percent) and negotiates 744 metres of elevation. stoos-muotatal.ch

Rack railway | 2

Inaugurated in 1889 and boasting a gradient of up to 48 percent and a journey time of around 30 minutes, the rack railway on the Pilatus is the world's steepest. It climbs its way metre by metre from Alpnachstad to Pilatus Kulm, past flowering alpine meadows and striking rock formations. New panorama cars have been in service since March 2023. pilatus.ch

The first

Mountain railway in Europe | 3

Travelling between Vitznau and Rigi Staffelhöhe, the Vitznau-Rigi Railway entered service in 1871 as Europe's first mountain railway. Its route was extended up to Rigi Kulm two years later. The railways on the Rigi continue to be a reliable mode of transport up the "Queen of the Mountains"; the trip takes around 30 minutes. Dating from founding years, the legendary engine no. 7 has been preserved along with other artefacts. rigi.ch

Rotating cable cars | 4

The world's first aerial cableway with rotating cabins, the Titlis Rotair is popular with summer visitors and winter skiers alike; it has been completing the journey between Stand and the summit of the Titlis in five minutes since 1992. The cabins make a complete rotation during the ride, offering unique panoramic views of snow-capped mountains and glacier crevasses. titlis.ch

Aerial cableway with open-air upper deck | 5

The CabriO aerial cableway has been providing access to the summit of the Stanserhorn since 2012. Its two double-deck cabins have open upper decks that offer a sensation of floating under the open sky. Getting to the lower terminus is an experience in itself thanks to the vintage funicular railway from Stans. stanserhorn.ch

Rotating gondola cabins | 6

The world's first gondola aerial cableway with rotating cabins, the Stuckli Rondo travels between Sattel and the middle of the Sattel-Hochstuckli recreation region. The gondolas rotate fully twice during ascent and descent, giving visitors a chance to appreciate the wonderful pre-alpine panorama. sattel-hochstuckli.ch

MEDIA AND RESEARCH TRIPS



Caption from left to right:

Filming with TV crew on Lake Lucerne, shots for content creator trip from the Gulf States, filming in Lucerne town hall.

Media and research trips

Are you planning to produce an article or a feature about the Lucerne-Lake Lucerne Region? We can assist you with your researches as well as story and fact finding. We work with our destination partners to organise tailor-made media visits.

Please contact us at least four weeks before your arrival, so that we can provide you with all the assistance you need. How we can assist you:

- Travel in the Lucerne-Lake Lucerne Region
- Accommodation and meals
- A travel itinerary tailored to your requirements (excursions, visits, interviews, content, stories etc.)

Are you unable to explore the Lucerne-Lake Lucerne region in person? No problem. We welcome any interest in our destination and are happy to help you with your home-based research.

FILM & TV PRODUCTIONS IN LUCERNE

The Lucerne-Lake Lucerne Region provides wonderful locations for TV and film productions. Lucerne Tourism and Film Commission Lucerne & Central Switzerland provide their expert, straightforward assistance in the realisation of projects.

We provide assistance in the realisation of projects, including supervising productions in the region, scouting production locations, coordinating shooting permits and other forms of facilitation.



Competencies and Support

The media department of Lucerne Tourism is happy to help with film and video productions in a touristic context. For large-scale film and TV productions (e.g. crime thriller or documentary) as well as commercial assignments of all kinds, the Film Commission Lucerne & Central Switzerland offers professional support and coordination.

Filming in the city of Lucerne

Being one of the most beautiful cities in Switzerland, Lucerne is perfectly suited as a scenery for film and video productions of all kinds. For a successful filming process, a few important points must be observed:

Generally, permission must be obtained from the City of Lucerne for filming in public spaces. Filming on private property is only permitted with the consent of the owner. Filming on bridges is not permitted for safety reasons.

In the city of Lucerne and the Lucerne lake basin, the use of a drone is not possible without a permit (see below). There is a zone with restricted air traffic above Lake Lucerne. Permits must be obtained by the drone pilot himself from the respective authority.

Operation of drones

Since 1 January 2023, the provisions of the EU drone regulation have applied in Switzerland, which distinguishes between the three categories 'open', 'special' and 'subject to authorisation'.

The drone guide from the Federal Office of Civil Aviation FOCA provides an overview of the applicable rules and provides information on the cases in which a drone flight requires authorisation.

In the city of Lucerne and over bodies of water in the canton of Lucerne, it is not possible to use a drone without authorisation. It is important to allow sufficient time to obtain authorisation and to submit applications as early as possible.

Footage

Lucerne Tourism provides you with the following for your media work free image and film material for your media work.

A selection of impressions of the adventure region Lake Lucerne Region can be found in our media corner: luzern.com/media

For further image and film material, please contact us at media@luzern.com.

All information in this document is subject to errors and changes

WE ARE HERE FOR YOU



from left

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Media corner

News, press releases, text content, footage and further information can be found on:
luzern.com/media

Social Media

-  @visitlucerne
-  @I love Lucerne
-  @visitlucerne
-  Luzern Tourismus
-  @visitlucerne
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swi⁺zerland

Stories from Lucerne
Mediakit Lucerne-Lake Lucerne
Region
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